



WPTV

ORDER

Print Date 10/23/12

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Flight Dates **10/25/12-11/06/12**

Contract / Revision **315413 /** **Allen West for Congress**

Original Date / Revision Agency Com 15%

10/20/12 10/22/12 Billing Contact

Advertiser **West / Republican / Congress**
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact
3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **:60 TV**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 141375

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	84825
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	4	\$8,585.00	\$10,100.00	0.00
November 2012	20	\$39,482.50	\$46,450.00	0.00
Totals	24	\$48,067.50	\$56,550.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	4	\$8,585.00	\$10,100.00
10/29/12	11/06/12	20	\$39,482.50	\$46,450.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/25/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	----1--	1:00	1	\$1,000.00	FX	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	----1--	1				\$1,000.00		0.00			
		Week: 11/01/12	11/07/12	----1--	1				\$1,000.00		0.00			
N 2	WPTV	10/25/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	-11----	1:00	2	\$2,400.00	FX	0.00 NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	--1----	1				\$2,400.00		0.00			



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Contract / Revision **315413** Flight Dates **10/25/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/20/12/ 10/22/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **:60 TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	10/25/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 11----	1:00	2	\$2,400.00	FX	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	- 1-----					1	\$2,400.00		0.00			
N 3	WPTV	10/25/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 1-- 1--	1:00	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	- 1-----					1	\$3,000.00		0.00			
Week:		11/01/12	11/07/12	---- 1--					1	\$3,000.00		0.00			
N 4	WPTV	10/25/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	- 1-----	1:00	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	-----					0	\$850.00		0.00			
Week:		11/01/12	11/07/12	- 1-----					1	\$850.00		0.00			
N 5	WPTV	10/25/12	11/06/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1-----	1:00	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	1-----					1	\$1,000.00		0.00			
Week:		11/01/12	11/07/12	-----					0	\$1,000.00		0.00			
N 6	WPTV	10/25/12	11/06/12	M-F 2-3p M-F 2-3p	CM	2-3p	1-----	1:00	1	\$700.00	FX	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	1-----					1	\$700.00		0.00			
Week:		11/01/12	11/07/12	1-----					1	\$700.00		0.00			
N 7	WPTV	10/25/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11- 1--	1:00	3	\$1,450.00	FX	0.00	NM	3	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	- 1-----					1	\$1,450.00		0.00			
Week:		11/01/12	11/07/12	1-- 1--					2	\$1,450.00		0.00			
N 8	WPTV	10/25/12	11/06/12	M-F 530-6p M-F 530-6p	CM	530-6p	-- 11---	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	-- 11---					2	\$3,200.00		0.00			
Week:		11/01/12	11/07/12	-----					0	\$3,200.00		0.00			
N 9	WPTV	10/25/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	11-----	1:00	2	\$3,600.00	FX	0.00	NM	2	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	- 1-----					1	\$3,600.00		0.00			
Week:		11/01/12	11/07/12	1-----					1	\$3,600.00		0.00			
N 10	WPTV	10/25/12	11/06/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 1- 1--	1:00	2	\$2,800.00	FX	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	- 1-----					1	\$2,800.00		0.00			
Week:		11/01/12	11/07/12	--- 1---					1	\$2,800.00		0.00			
N 11	WPTV	10/25/12	11/06/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	----- 1-	1:00	1	\$2,800.00	FX	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	-----					0	\$2,800.00		0.00			
Week:		11/01/12	11/07/12	----- 1-					1	\$2,800.00		0.00			
N 12	WPTV	10/29/12	10/29/12	NBC Monday Prime THE VOICE	CM	8-11p (8:00 PM-10:00 PM)	M-----	1:00	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 10/20/12/ 10/22/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **:60 TV**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WPTV	10/29/12	10/29/12	NBC Monday Prime THE VOICE	CM	8-11p (8:00 PM-10:00 PM)	M- - - - -	1:00	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	M- - - - -					1	\$8,000.00		0.00			
N 13	WPTV	10/25/12	10/25/12	Thursday Prime B OFFICE/PARKS	CM	9-10p	- - - T- - -	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	- - - T- - -					1	\$3,000.00		0.00			
N 14	WPTV	10/25/12	10/25/12	Thursday Prime A 30 ROCK/UP...NIGHT	CM	8-9p	- - - T- - -	1:00	1	\$2,900.00	FX	0.00	NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	- - - T- - -					1	\$2,900.00		0.00			
N 15	WPTV	11/03/12	11/03/12	SA 5-6am News SA 5-6am News	CM	5-6a	- - - - - S-	1:00	1	\$250.00	FX	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	- - - - - S-					1	\$250.00		0.00			
Totals														24	\$56,550.00